

Message Text

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PAGE 01 ABU DH 00633 011157Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
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R 011111Z MAR 77
FM AMEMBASSY ABU DHABI
TO C/USDOC WASHDC
INFO SECSTATE WASHDC 5700

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E.O. 11652: N/A
TAGS: BTIO, TC
SUBJ: PROMINENT LOCAL BUSINESSMAN SEEKS CONTACTS WITH U.S.
FIRMS

REF: ABU DHABI 380

1. ONE FEB 28 EMB WAS APPROACHED BY FARAJ A. HAMOODAH, MANAGING DIRECTOR OF BIN HAMOODAH TRADING AND GENERAL SERVICES FOR ASSISTANCE IN CONTACTING SEVERAL U.S. FIRMS. HAMOODAH SAYS THAT THE NUMEROUS DIVISIONS OF HIS FIRM ARE RUNNING SMOOTHLY, AND HE IS INTERESTED IN EXPANDING INTO NEW BUSINESSES. AS HAMOODAH BELIEVES BOYCOTT WILL EVENTUALLY BE LIFTED IN ABU DHABI, HE DOES NOT WANT TO LIMITED CONTACTS TO FIRMS WHICH ARE NOT ON BOYCOTT LIST. HE WOULD LIKE TO CONTACT FIRST-LINE U.S. FIRMS IN FOLLOWING LINES OF BUSINESS:
(A) SALES AND SERVICE OF INDUSTRIAL ELECTRONICS INCLUDING RADAR, AIR TRAFFIC CONTROL, RADIO AND TV STUDIO EQUIPMENT, AND TWO-WAY RADIO FOR COMPANY USE - BUT NOT INCLUDING CONSUMER ELECTRONICS. HAMOODAH PRESENTLY REPRESENTS PYE TELECOMMUNICATIONS (U.K.), BUT IS DISSATISFIED WITH PYE'S PERFORMANCE AND IS CONSIDERING GIVING UP AGENCY.

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(B) SALES AND SERVICE OF COMPUTERS AND BUSINESS MACHINES. HAMOODAH HAS BEEN ATTEMPTING WITH EMBASSY ASSISTANCE TO CONTACT IBM WORLD TRADING CORP. (IN NEW YORK CITY) DIRECTLY, BUT WITHOUT SUCCESS. RIGHT POINT OF CONTACT WITHIN IBM IS NEEDED.

(C) MANUFACTURE AND SALE OF SOFT DRINKS. ABU DHABI HAS BEEN WITHOUT A SOFT-DRINK BOTTLER SINCE CLOSURE OF PEPSI PLANT OVER YEAR AGO. HAMOODAH CONTACTED PEPSI SOME TIME AGO EXPRESSING INTEREST IN TAKING OVER PEPSI PLANT. AS PEPSI WAS UNRESPONSIVE, HAMOODAH IS CONSIDERING LAUNCHING HIS OWN BOTTLING PLANT AT SOME TIME IN FUTURE. BELIEVING THAT VERY WELL KNOWN NAME IS CRUCIAL TO SUCCESSFUL SOFT-DRINK SALES IN U.A.E., HAMOODAH NOT INTERESTED IN TALKING TO FIRMS PRODUCING SOFT-DRINKS WHICH ARE UNKNOWN IN MIDEAST, BUT WOULD LIKE TO MAKE CONTACT WITH COCA-COLA. ONE OF HAMOODAH'S FIRMS (MILKO) MANUFACTURES RECONSTITUTED MILK, YOGHURT, AND ICE CREAM AND EVERY DAY MILKO TRUCKS DELIVER THESE PRODUCTS TO RETAILERS THROUGHT THE UAE. EMBOFF BELIEVES THAT EXPERIENCE AND CONTACTS BIN HAMOODAH HAS DEVELOPED IN ESTABLISHING AND OPERATING THIS BUSINESS COULD SERVE COCA-COLA WELL.

2. BIN HAMOODAH TRADING AND GENERAL SERVICES IS ONE OF HALF-DOZEN TOP CALIBRE NATIVE ABU DHABI FIRMS. FIRM'S SEVERAL DIVIISIONS (RETAIL CAR SALES, OIL FIELD SERVICES AND SUPPLIES, FOODSTUFF MANUFACTURE AND IMPORT, CONSTRUCTION, TRANSPORT, SALES OF MILITARY SUPPLIES, ETC.) HAVE BEEN INSTRUMENTAL IN GENERATING MILLIONS OF DOLLARS OF U.S. EXPORTS. WTDR DATED FEB 7, 1977 (REFTEL) IN WHICH POST RECOMMENDS BIN HAMOODAH AS "EXCELLENT CONTACT FOR INTERESTED U.S. FIRMS" IS AVAILABLE.

3. FARAJ HAMOODAH IS WORKING ON PLANS TO ATTEND LIMITED OFFICIAL USE

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OFFSHORE TECHNOLOGY CONFERENCE IN HOUSTON IN EARLY MAY. IF TRIP MATERIALIZES HE COULD ARRANGE TO CALL ON INTERESTED FIRMS DURING VISIT TO U.S.

4. ACTION REQUESTED: PLS CONTACT OFFICIALS AT COCA-COLA, IBM, MOTOROLA, AND OTHER APPROPRIATE FIRMS TO SEE IF THEY WOULD BE INTERESTED IN ESTABLISHING DIALOGUE WITH BIN HAMOODAH.
DICKMAN

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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